



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

ANNUAL REPORT 2017





Publisher:

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Dear Readers,

2017 has been a year of records for the LR Global Kids Fund. For the first time in the association's history, the amount of total donations is over half a million Euros. A fantastic amount, which could only be attained thanks to the collective and enthusiastic commitment of sales partners, customers, employees and the LR company. This isn't the only success: with 1,000 global supporting members from 23 nations, our association has reached an important milestone. We were able to develop our commitment nationwide and double last year's amount at the RTL-Telethon with 200,000€ .

There are still many socially underprivileged children and youth - nationally and globally - in our neighbourhoods who have a lower chance at having a happy future. For that reason, we do not rest on our laurels but instead continue on our path of growth so we can give even more children a better quality of life in 2018. We strive towards supporting one children's aid project in each LR market, as well as expanding existing projects. A little outlook: We have been able to increase project funding for 2018 and open new markets.

We have set the course, but we are only strong together. Strong for children who depend on our help. That's why we warmly thank all supporters and sponsors of LR Global Kids Fund! You are a large part of the success story.

Kind regards,



Dr. Thomas Stoffmehl

Chairman of the Executive Board LR Global Kids Fund e.V.

Foundation RTL - Wir helfen Kindern e.V.: RTL-Telethon 2017

The LR Global Kids Fund was part of the RTL-Telethon for the second time. Dr. Thomas Stoffmehl, Chairman of the LR Global Kids Fund, already announced at the premiere in 2016 that the collaboration with the Foundation RTL - Wir helfen Kindern e.V., would have a long-term focus and be developed further. „One thing applies to us: when we devote ourselves to something, we do it for the long run and with a lot of passion.“ The final broadcast on November 24, 2017, announced two fantastic pieces of news: the donation amount had been doubled to 200,000€ and the Lunch Club in Ahlen will become an official RTL children's home.



Milestone: 1,000 sponsoring members

The milestone was reached at the end of the year: 1,000 global sponsoring members from 23 countries! A fantastic number of steady supporters in so many nations - it makes us very proud. Thanks to the growing number of sponsoring members, the donations being received have also grown significantly. In addition to fixed monthly amounts, many sponsoring members also devote themselves by collecting more donations at events and through their own campaigns.

This rapid growth shows us that we are on the right path with our sales strategy, that together we are funding great children's aid projects and above all, that you place your valuable confidence in us - thank you!



Local Heroes

The LR Global Kids Fund created this initiative for the first time in spring 2017, looking for 'local heroes' amongst its sponsoring members to do volunteer work for kids and youth. Whether education, sports or language support: all sponsoring members can participate by being part of a project for kids in their region in their spare time. You could then personally submit a donation of max. 2,000€ for your heartfelt project. With this initiative, our association wanted to give back to the supporters while supporting their volunteer work.



Proceeds

Ideal range	558,493.81 €
Donations from sponsoring members	140,909.51 €
Donations from LR Sales Partners	17,318.48 €
Donations from LR Health & Beauty	382,294.19 €
Other donations	17,755.63 €
Membership fees	216.00 €
Business operations	48.74 €
Sponsoring	48.74 €
Fund management	15,000.00 €
Sponsoring	15,000.00 €
Total	573,542.55 €

Expenses

Project promotion	372,850.00 €
Project promotion national	208,850.00 €
Project promotion international	164,000.00 €
Advertising and administration costs*	68,106.76 €
Advertising	34,006.05 €
Administration	34,100.71 €
Total	440,956.76 €

Association result	132,585.79 €
Advertising and administration cost component	15.45%

* Expenses for advertising and administration costs are covered by a portion of the company donations from LR Health & Beauty. All other donations went straight into children's aid projects funded by the LR Global Kids Fund e.V.

Germany

Foundation RTL - Wir helfen Kindern e.V.



RTL-Kinderhäuser (Children's Homes)

There have been RTL children's homes in Germany since 2009. The goal of the 14 existing establishments is to alleviate the disadvantages resulting from poverty in the areas of education, cultural and social participation, as well as from individual impairments, and to help children and young people find a way out of the poverty trap in various ways.

The LR Global Kids Fund e.V. has been supporting the RTL children's homes in Stuttgart and Leipzig since 2016. Both facilities are located in parts of town that are characterised by unemployment and growing poverty.

RTL Children's Home Leipzig

The facility in Leipzig is an open children's home with a construction playground and workshops, located in the middle of a prefabricated apartment building neighbourhood in Grünau. In 2017, 3,663 girls and 3,756 boys, mostly between the ages of 7-14, went to the RTL children's home.

The donation from LR Global Kids Fund supports the establishment in many areas. From homework assistance, to handcrafts and creative programmes in the facility's own workshops. This enables the children to try out the different materials themselves and develop their own skills. By doing so, they can experience self-esteem and strengthen their self-efficacy. Social participation and healthy diet is the focus of the 'Kids Cook For Kids' project. This programme is very popular as always, and also ensures that the young participants get a healthy, freshly prepared meal at least once a day.



RTL Children's Home in Stuttgart

The RTL children's home in Stuttgart offers support programmes in the four quarters of Stuttgart - Nord, Süd, Rot and Bad Canstatt - and it is also one of the most important shelters for refugee children as well. The focus of this programme is primarily on eating lunch and cooking together, as well as help with homework and learning, but also counteracting social neglect, since the children often feel like they can only rely on themselves. The continuity of relationships with the employees provides reliability and makes them important contact partners for the children in all areas of life.

In Bad Canstatt, 6 children also benefit from the RTL children's home 'SoFa' programme. Because of their challenging behaviours, these kids are no longer allowed to participate in their school's full-day programmes. In small groups, they once again learn how to follow rules, manage conflicts with other kids without using violence, and progress with their school work. Regular parent work is also part of this project.

Playing and recreational programmes, like going to the zoo, the Olympic Games, building and planting a raised bed, or skating, round off the programme offered at the RTL children's home in Stuttgart, which LRGKF is sponsoring with its donation.



Lunch Club e.V. Ahlen

The Lunch Club celebrated its fifth birthday in 2017. Since its opening, the organisation has developed into one of the most important contact points in Ahlen. There are still about 2,200 children and youth threatened or affected by poverty in Ahlen.

The Lunch Club gives children and young people a healthy meal three days a week, attention and care, as well as various recreational and educational programmes. Experiential-oriented educational excursions, for instance to an open-air theatre, museums or on a canoe trip, also gives kids an opportunity to participate in cultural and social life. This supplementary activity program is made possible by the voluntary commitment of the local LR employees, who chaperone and organise the excursions and events.

With over approx. 50 ‚regulars‘ and open on three days, the Lunch Club is at its capacity. The demand has grown greatly due to local circumstances and the demand for daily hours of operation is great. The LR Global Kids Fund e.V. brought a strong partner on board, the ‚RTL Foundation - Wir helfen Kindern e.V.‘, which has been the national collaborating partner since 2016. The goal is to stabilise and expand this vital project together in a sustainable way. And it has been a success: In 2018, the Lunch Club e.V. will become an official RTL children’s home.

Donations from the LR Global Kids Fund benefits the ‚Foundation RTL - Wir helfen Kindern e.V.‘, and like in previous years it will go towards both RTL children’s homes in Stuttgart and Leipzig, and for the first time towards the ‚Lunch Club - das Restaurant für Kids e.V.‘

Funding amount ‚Foundation RTL - Wir helfen Kindern e.V.‘ total 200,000 €



Local Heroes

Amongst all the submitted project applications from our sponsoring members, the Executive Board of the LR Global Kids Fund selected the ‚local heroes‘ of the Local Hero Initiative, which started up in 2017. Everyone is doing valuable work for children in their region. This makes them the perfect ambassadors on location for the LR Global Kids Fund. With this initiative, we want to strengthen our sponsoring members in their voluntary commitment and support them with a one time donation“, says Dr. Thomas Stoffmehl, Chairman of the LR Global Kids Fund e.V.

Mario Mantei received funding (1,850€) for the Gymnastics Club Mengen to purchase sports equipment for children between the ages of 3 and 6. With the slogan „Small Conquerors in Motion“, they learn to train their motor skills playfully while strengthening their social skills. In her spare time, Yvonn Schwarz volunteers her time at the Kinderschutzbund Ried e.V. child protection agency, and received a grant of 2,000€ from the association to purchase a new play mobile. Melanie and Florian Meyer are active at SG Rieschweiler. With the donation of 2,000€ that they received, they decked out the D-junior team with new jerseys and training suits - now every child can compete in tournaments, no matter what is in their parent’s wallets. Stefan Link, himself a triathlete and member of the Athletik-Sport-Club Ahlen e.V., made an application for the Ahlen school triathlon, which has set up the association for about 400 children. A huge expense. With the Local Hero donation of 2.000€, half of the administration costs were covered.

Funding amount: 7,850 €

These are the Local Heroes 2017



Albania

Shoqata Kombëtare Edukim për Jetën ("National Association Education for Life")

The LR Global Kids Fund e.V. supported the „Little Angels“ community centre in Albania with 7,000€ in 2017. The establishment is visited daily by about 50 children between the ages of 5 and 14. The main goal of the centre is to reduce the school drop-out rate of children aged 6 to 14 and give them an opportunity to escape forced labour on the street. The centre also supports healthcare services for about 60 families who live in extreme poverty. Two days a week, a doctor comes to the centre and treats the children. The establishment also provides 22 children ages 0-2 with food packages and sanitary packages containing items like nappies, soap, creams and toothbrushes. The financial problems of these children's families are so great that they are unable to afford these basic supplies on their own.

Funding amount: 7,000 Euros



Bulgaria

For Our Children Foundation

Many parents in Bulgaria do not have the financial means to even ensure basic supplies for their children. For this reason, many children can no longer live with their biological parents, or are even left behind by them. The LR Global Kids Fund e.V. has been supporting the „Children's House“ since 2013, and since then it has already helped 33 kids have a better childhood. Babies and toddlers are taken in here until new care or an adoptive family is found for them. Because the facility can take a maximum of six children at a time, personalised, loving and family-like care is ensured. With the LR Global Kids Fund e.V.'s donation, food, diapers and other products to take care of the little ones have been purchased, and proportionate personnel costs covered.

Funding amount: 11,000 Euros



Finland

WAU ry

The goal of the „WAU ry“ project is to promote the health and social well-being of children and youth. Thanks to this project, children from all over Finland have the opportunity to participate in a free sports club at their school. The children themselves are part of choosing the content and direction of these classes, so they get to do exactly what is most fun for them. These sports clubs are offered at about 400 schools all over Finland. Overall there are about 7,000 to 7,500 children per week that participate, and including the additional holiday camps up to 10,000 children are reached every year. With „WAU ry“ the risk of health inequalities, obesity and social exclusion can be minimised.

Funding amount: 5,000 Euros



France

L'Association Etoiles des Neiges

In 2017, the LR Global Kids Fund continued its many years of sponsoring the „Etoiles des Neiges“ association with a donation of 28,000 Euros. With this donation, the association organises sports camps for youth who suffer from the incurable metabolic disease cystic fibrosis. In June, young people from four different hospitals in France participated in a water safety and sports camp. In addition, 10 young people had the opportunity to participate in a surf camp. Sports is recognised as an additional treatment measure for cystic fibrosis because movement improves physical performance and lung function. Surfing in particular is known as highly effective. Furthermore, educational programmes are funded for the families of young people with cystic fibrosis.

Funding amount 28,000 Euros



Greece

Paidiko Spiti („Children’s Home“)



„Paidiko Spiti“ (in English: Children’s Home) is the name of the Greek project that received a donation from LR Global Kids Fund e.V. in 2017. Thanks to the contribution, a position for a social worker has been secured, among other things. The children’s home in Piräus by Athens provides a home to a maximum of 10 boys between the ages of 6-18. In order to give these growing kids the best possible chances for personal development, the facility offers numerous recreational options where the boys can develop their individual skills and interests. Creative courses are also offered. Last year, two model assembly champions assisted the kids in assembling their own model on a voluntary basis. As

additional preparation for starting a profession, before they switch to the next level of schooling the residents can participate in an orientation programme.

Funding amount 13,000 Euros

Italy

L’Albero della Vita / „ZeroSei“

The LR Global Kids Fund e.V. has been assisting the care home „ZeroSei“ close to Milan, a loving home for babies and small children ages 0-6, who can no longer live with their parents due to a court order. Because of their traumatic experiences these children need intensive supervision around the clock. A new, bigger „ZeroSei“ house with a beautiful garden and playing, reading and creative areas, was opened in the fall, and now has up to 10 children living there. Various early-childhood animal therapies are funded with the donation, where the children establish an emotional bond to the animals through feeding or playful activities. Furthermore, the donation also helped fund a summer vacation for the „ZeroSei“ kids in Emilia Romagna in June.



Funding amount 15,000 Euros

Kazakhstan

Private Charity foundation «AYALA»

In addition to education, health, sports and prevention, encouraging talent is also one of the areas that the LR Global Kids Fund promotes. ‘Skilled Hands’ is a project of this kind, initiated by the AYALA charitable foundation in a children’s home in Akkol. Developing talent and career prospects - these were the goals of the hair workshop, which was set up for girls and boys with the LRGKF donation.

Funding amount 7,500 Euros

Austria

Neunkirchen social residence building

In Neunkirchen, the LR Global Kids Fund sponsors the social welfare facility „SoWo - social living“, which was awarded the Lower Austria kid’s rights award for its concept and work at the end of 2017. The SoWo offers about 45 boys and girls ages 14 and up a new home. A multi-professional team supervises the youth 24 hours a day.

The primary focus is on the development and encouragement of the personality structure. The LRGKF donation enables mentor programmes, design projects and participatory development projects like „Building Bridges“, where teenagers take on responsibility and devote themselves in various ways, for instance by helping the disabled, at old-age homes or kindergartens.

The goal of the facility is to prepare youth for an independent and positive life. In addition to project funding, the SoWo received a special donation of 10,000€ from the Ahlen children’s aid association in December.



Funding amount 25,000 Euros

Poland

House of Guardian Angels

In Katowice, one of the poorest regions in the province of Silesia, the LR Global Kids Fund e.V. has been supporting the „House of Guardian Angels“ for many years now. The facility gives socially deprived children and young people new perspectives and offers a place of refuge where they can have fun and be encouraged. In 2017, over 70 children profited from LRGKF’s donation. In the „Young Talents Academy“ athletic and creative capacities are developed and the „Speech Academy“ the children’s language skills are improved, for instance with reading and writing training. In addition, in 2017 a summer camp for kids was also set up thanks to the donation.



Funding amount 10,000 Euros

Portugal

Centro Social Paroquial e Social de São Silvestre do Gradil

Since 1948, the Portuguese organisation „Casa Mãe do Gradil“ close to Lisbon, offers a safe home to young girls between the ages of 10 and 20 from difficult family situations.

In 2017, the donation from the LR Global Kids Fund e.V. supported the „ATREVE-TE“ project, which means „Carry yourself - your future is now“. The thematic focus was on the development of competencies on a personal, social and school/professional level. In this way, the goal of reducing the school-drop out rate, improving success at school and integrating young people into the employment market is achieved.

Funding amount 4,200 Euros

Switzerland

Children's Home Grünau

The children's home Grünau is a home for 17 kids and young people. What makes it special: the caregivers accompany the young people from their first ,abc's until they finish their vocational training. The LR Global Kids Fund supports the facility with a funding amount for a group summer camp. The camp in nature promotes community and social development - no matter the age of the child. On an individual level, the donation finances riding lessons for two young residents. Riding as a therapy strengthens confidence and promotes empathy and coordination.



Funding amount 10,500 Euros



Ukraine

Child Well-Being Fund Ukraine

In 2017, the LR Global Kids Fund sponsored „Programme 15“ from the Child Well-Being Fund, a project directed towards disadvantaged young people and their families, who are at high-risk while they grow into adults and who frequently develop threatening addictions. The project in Cherkassi was 10 months in length. The young people and their families benefited from 16 interactive thematic workshops and interviews. The goal was stabilisation and creation of positive relationships, clarifying and minimising risk factors for a positive and healthy future despite difficult families of origin.

Funding amount 12,800 Euros

Hungary

Csányi Foundation

Unfortunately, learning one or more foreign languages is not a matter of fact for kids from socially deprived families. That's why the Hungarian Csányi Foundation promotes the language skills of disadvantaged children and youth between the ages of 10 and 24. The goal is to have a high level of foreign languages skills in order to be ready for a future with promising perspectives. There is also an intensive language course in Germany for those who excel. The great trip began for 12 children and young people from Hungary. During the one week language camp in Augsburg, they increased their German language skills, became familiar with the Bavarian city and life in Germany. The LR Global Kids Fund e.V. supported the classes and course with a total of 15,000 Euros.

Funding amount 15,000 Euros

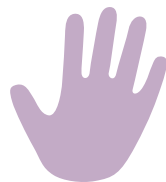


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